



Ultimate Summer Kickoff

Science Museum of Virginia, Richmond

June 19, 2010



"Kickoff the most exciting summer ever at the Science Museum of Virginia! Enjoy ice cream all day long to beat the summer heat and dig our newest exhibit - Beach Science."

Green Statement: "We have numerous active green projects at the museum today, and we are trying to ensure that we are adopting green practices in everything we do, including this event and our daily operations."

CORE ACTIVITIES for Green Attractions

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are made with recycled content
 - Use disposable foodservice items that are recyclable (in your area!)
 - Have eliminated all disposable items except Napkins and Water bottles for this event. "Previously, we served scooped ice cream in bowls but we have moved to hand-dipped cones only in an effort to reduce our waste. All of our remaining napkins and water bottles are collected and recycled."
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:
 - Use electronic registration, correspondence and forms
 - Print all documents double-sided
 - Purchase/use paper products with 30% or higher recycled-content
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
 - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
 - Food service*
 - Donate excess food from events
 - Use non-bleached napkins and coffee filters
 - Provide condiments, cream and sugar, etc. in bulk
 - Avoid box lunches and serve trays/platters of food instead

Restrooms

- Purchase recycled-content paper-towels and toilet paper

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a green event section on our event’s webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities

For more information on the Ultimate Summer Kickoff, see www.smv.org or contact Terri Rose at trose@smv.org or 804-864-1544.

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established “core activities” specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.

